



Connecticut Farm Wine Development Council (CFWDC)

Minutes for October 10, 2014

Council Members

Steven Reviczky	steven.reviczky@ct.gov	Commissioner, Department of Agriculture	P
Russell Holmberg	Russell@holmbergorchards.com	Holmberg Orchards	P
Hilary Criollo	hopkinsvineyard@charter.net	Hopkins Vineyard	P
Linda Auger	linda@taylorbrookewinery.com	Taylor Brooke Winery	P
Jim Frey	frey65@sbcglobl.net	Walker Road Vineyard	P
Michelle Niedermeyer	michelle108_us@yahoo.com	Lost Acres Vineyard	P
Jonathan Edwards	jonedwards@jedwardswinery.com	Jonathan Edwards Winery	A
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery	P
George Motel	gmotel@bozzuto.com	Sunset Meadow Vineyard	A
Gregory Weidemann	gregory.weidemann@uconn.edu	Dean, UConn College of Agriculture	P
Dr. Frank Ferrandino	frank.ferrandino@po.state.ct.us	CT Agricultural Experiment Station	A
Cameron Faustman	cameron.faustman@uconn.edu	Director, Storrs Experiment Station	P

Farm Winery Attendees

None

Department of Agriculture Attendees

Linda Piotrowicz	linda.piotrowicz@ct.gov	Department of Agriculture
Jaime Smith	jaime.smith@ct.gov	Department of Agriculture

Guests

Marje Medzela	The Pita Group
Steve Latronica	The Pita Group

1. Call to Order

- 1.1 The meeting was called to order at 11:05 a.m. by Linda Piotrowicz for Commissioner Reviczky and introductions followed.

2. Meeting Minutes Approval

- 2.1 A motion was made by Dr. Cameron Faustman to accept the June 12, 2014 minutes as submitted. The motion was seconded by Hilary Criollo. The motion passed unanimously without discussion.
- 2.2 A motion was made by Dr. Faustman to accept the July 2, 2104 special meeting minutes as submitted. The motion was seconded by Linda Auger. The motion passed unanimously without discussion.
- 2.3 A motion was made by Michelle Niedermeyer to accept the July 17, 2104 special meeting minutes as submitted. The motion was seconded by Mrs. Auger. The motion passed unanimously without discussion.

3. Financial Report

- 3.1 Mrs. Smith reported an available balance of \$79,678.01 in the Council's account.

4. Chairman's Report

- 4.1 Chairman Reviczky commented on the upgrades to the new wine booth in the Connecticut Building. Chairman Reviczky then introduced Linda Piotrowicz as the new director for the Bureau of Agricultural Development and Resource Preservation.

OLD BUSINESS

5. Public Comment Period Regarding Old Business (5 minutes)

- 5.1 There were no public comments.

6. Passport Campaign Facts and Figures

- 6.1 Marje Medzela and Steve Latronica from the Pita Group presented the statistics on the 2014 Passport to CT Farm Wineries marketing campaign.

7. Wine Brochure Reprint

- 7.1 A motion was made by Ms. Niedermeyer, seconded by Jim Frey to reprint 2,500 copies of the wine brochure to last through the end of the year, and to do a complete redesign and print of 10,000 copies for the upcoming passport season with changes due by January 30, 2015. The motion passed unanimously after moderate discussion.

NEW BUSINESS

8. Public Comment Period Regarding New Business (5 minutes)

- 8.1 There were no public comments.

9. 2015 Passport RFP

- 9.1 Mrs. Smith stated the goal of issuing an RFP to graphic designers/printers for the 2015 Passport before the end of the year. In an effort to prevent the problems that occurred with the 2014 Passport, Mrs. Smith will obtain the list of vendors on contract and distribute to all farm wineries for their feedback and recommendations.
- 9.2 A number of suggestions were made regarding the design and other aspects of the passport. It was determined those discussion could be continued by the Passport Subcommittee for recommendation to the Wine Council.

10. Passport Mobile App

- 10.1 Since the last meeting, Mr. Frey, Ms. Criolo, and Ms. Niedermeyer, met to discuss ideas regarding a mobile app for the Passport. A handout outlining their thoughts and suggestions was distributed.
- 10.2 It was determined an industry-wide conference call would be organized. The intent would be to discuss the app and receive feedback/suggestions on features an app could have.

11. Reappointments to the Passport Subcommittee

- 11.1 Chairman Reviczky solicited volunteers from board members to serve on the Passport Subcommittee. Ms. Niedermeyer, Ms. Criolo, Jim Frey, and Mrs. Auger all stepped forward.
- 11.2 It was suggested that non-board members for the subcommittee be solicited on the industry-wide conference call that is to take place in early November.

A motion was made by Mrs. Auger to add the agenda item, Advertising in the States Tourism Guide to the agenda. The motion was seconded by Ms. Niedermeyer. The motion passed unanimously.

12. Advertising in the States Tourism Guide

- 12.1 Mrs. Auger brought up the importance of having a presence in the state's tourism guide for 2015. Information about the advertising rates was distributed and discussed.
- 12.2 A motion was made by Mrs. Auger to place a 1/3 page ad for \$3,215 in the state's 2015 tourism guide. The motioned was seconded by seconded by Ms. Niedermeyer and discussion followed.
- 12.3 After discussion, the motion was amended to a 1/6 page ad for \$1,605.00. Chairman Reviczky called for a vote and the motion passed unanimously.

The meeting was adjourned at 1:25 p.m. The next meeting is December 11, 2014.

Respectfully Submitted,



DRAFT